

Message Text

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PAGE 01 BUENOS 07808 261520Z

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ACTION EB-11

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FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 4049

INFO USDOC WASHDC

UNCLAS BUENOS AIRES 7808

E.O. 11652: N/A

TAGS: BEXP, AR

SUBJECT:FY 1974 COMMERCIAL OBJECTIVES

REF: A) STATE 128397; B) BA 5258

1. SINCE THE RECENT ECONOMIC/COMMERCIAL OFFICERS CONFERENCE AT RIO DE JANEIRO, WE HAVE BEEN GIVING FURTHER THOUGHT TO OUR FY 1974 COMMERCIAL OBJECTIVES AS OUTLINED IN REF. B(RESPONSE TO REF A). THE CONFERENCE PRESENTATION ON COUNTRY COMMERCIAL PROGRAMS AND OUR CONVERSATIONS WITH STATE AND COMMERCE OFFICIALS HAVE GIVEN US A BETTER UNDERSTANDING OF THE PROCESS BY WHICH IT IS CONTEMPLATED THAT CCP'S WILL BE INSTALLED IN OTHER COUNTRIES INCLUDING ARGENTINA. WE THEREFORE SUBMIT HERewith AN AMENDED SET OF PRINCIPAL COMMERCIAL OBJECTIVES FOR 1974, WHICH WE BELIEVE WILL BETTER SERVE TO FACILITATE THE TRANSITION TO A CCP. THESE OBJECTIVES ARE ASSUMED TO BE AS OF THE BEGINNING OF THE FISCAL YEAR AND THUS INCLUDE SOME STEPS ALREADY ACCOMPLISHED.

2. EMBASSY WILL CONCENTRATE ITS EXPORT PROMOTION EFFORTS ON FOLLOWING FIVE PRODUCT CATEGORIES, FOUR OF WHICH WERE ON FY 74 PRODUCT PRIORITY LISTING SUBMITTED BY POST IN OCTOBER 1972.

3. OBJECTIVE 1;TO PROMOTESALES OF U.S. POWER GENERATION AND TRANSMISSION EQUIPMENT. ACTION1: SUPPORT POWERTECH 80 TRADE MISSION BY IDENTIFYING SPECIFIC PROSPECTIVE CUSTOMERS AND MOUNTING SEMINAR ON ENERGY SYSTEMS TO COINCIDE WITH TRADE MISSION. ACTION 2: FIND AGENTS OR DISTRIBUTORS AS
UNCLASSIFIED

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PAGE 02 BUENOS 07808 261520Z

APPROPRIATE FOR COMPANIES REPRESENTED ON MISSION. ACTION3:

FOLLOW UP AFTER COMPLETION OF MISSION WITH BEST PROSPECTS AS IDENTIFIED DURING MISSION. ACTION 4: NEGOTIATE WITH GOA TO AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT HINDER U.S. SALES IN THIS FIELD. ACTION 5: CONTINUE CLOSE PERSONAL CONTACT WITH GOA OFFICIALS AND BINATIONAL COMMISSIONS MANAGING THIS FIELD TO REPORT "EARLY WARNING" TRADE OPPORTUNITIES FOR U.S. CONTRACTORS, ENGINEERS AND EQUIPMENT SUPPLIERS. ACTION 6: PROMOTE USE OF U.S. CONSULTING AND ENGINEERING SERVICES AS BEST MEANS OF EVENTUALLY SECURING EQUIPMENT ORDERS. LARGE BINATIONAL HYDROELECTIC PROJECTS, SALGO GRANDE ON THE URUGUAY RIVER, AND YACYRETA-APIPE AND CORPUS ON THE PARANA, AFFORD PARTICULARLY GOOD OPPORTUNITIES FOR SALES OF SERVICES AND EQUIPMENT. ACTION 7: EVALUATE FEASIBILITY OF MOUNTING INCOMING TRADE MISSION TO AN APPROPRIATE U.S. EXPOSITION, FAIR OR CONFERENCE.

4. OBJECTIVE 2: INCREASE U.S. SHARE OF MARKET FOR GRAPHIC ARTS EQUIPMENT.

ACTION 1: HOLD TRADE CENTER SHOW IN AUGUST 1973. ACTION 2: FIND AGENTS OR DISTRIBUTORS AS APPROPRIATE FOR COMPANIES REPRESENTED AT EXPOSITION. ACTION 3: FOLLOW UP AFTER COMPLETION OF EXPOSITION WITH BEST PROSPECTS AS IDENTIFIED DURING EXPOSITION. ACTION 4: NEGOTIATE WITH GOA TO AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT HINDER U.S. SALES IN THIS FIELD. ACTION 5: MAINTAIN CONTACT WITH FIRMS IN THIS FIELD IN ORDER TO BE ABLE TO REPORT TRADE OPPORTUNITIES. ACTION 6: EVALUATE FEASIBILITY OF MOUNTING INCOMING TRADE MISSION TO U.S. EXPOSITION, FAIR OR CONFERENCE. ACTION 7: VISIT AT LEAST SIX MAJOR ARGENTINE CITIES TO SEARCH OUT TRADE OPPORTUNITIES. IN THIS REGARD, THE NUMEROUS PROVINCIAL NEWSPAPERS WITH THEIR ANTIQUETEDEQUIPMENT REPRESENT EXCELLENT POTENTIAL TRADE OPPORTUNITIES.

5. OBJECTIVE 3: PROMOTE SALES OF NUMERICALLY CONTROLLED MACHINE TOOLS.

ACTION 1: ORGANIZE TRADE CENTER SHOW IN APRIL 1974. ACTION 2: FIND AGENTS OR DISTRIBUTORS AS APPROPRIATE FOR COMPANIES REPRESENTED AT EXPOSITION. ACTION 3: FOLLOW UP AFTER COMPLETION OF EXPOSITION WITH BEST PROSPECTS AS IDENTIFIED DURING EXPOSITION. ACTION 4: NEGOTIATE WITH GOA TO AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT HINDER U.S. SALES IN THIS FIELD. ACTION 5: REMIAN IN CLOSE CONTACT WITH GOA OFFICIALS MANAGING THIS FIELD AND PRIVATE FIRMS

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PAGE 03 BUENOS 07808 261520Z

TO REPORT TRADE OPPORTUNITIES AND NEW PROJECTS. ACTION 6: EVALUATE FEASIBILITY OF MOUNTING INCOMING TRADE MISSION TO U.S. EXPOSITION, FAIR OR CONFERENCE.

6. OBJECTIVE 4: PROMOTE U.S. EXPORTS OF FOOD PACKAGING AND PROCESSING MACHINERY. ACTION 1: SUPPORT TRADE CENTER SHOW IN MAY 1974. ACTION 2: FIND AGENTS OR DISTRIBUTORS AS APPROPRIATE FOR COMPANIES REPRESENTED AT EXPOSITION. ACTION 3: FOLLOW UP

AFTER COMPLETION OF EXPOSITION WITH BEST PROSPECTS AS IDENTIFIED DURING EXPOSITION. ACTION 4: NEGOTIATE WITH GOA TO AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT HINDER U.S. SALES IN THIS FIELD. ACTION 5: MAINTAIN CLOSE CONTACT WITH FIRMS IN THIS FIELD TO SEEK TRADE OPPORTUNITIES. ACTION 6: EVALUATE FEASIBILITY OF MOUNTING INCOMING TRADE MISSION TO U.S. EXPOSITION, FAIR OR CONFERENCE. ACTION 7: VISIT FOUR MAJOR ARGENTINE FOOD PROCESSING CENTERS IN INTERIOR TO DEVELOP EXPORT OPPORTUNITIES.

7. OBJECTIVE 5: PROMOTE U.S. EXPORT SALES OF PROCESS INSTRUMENTS FOR PETROCHEMICAL INDUSTRY. ACTION 1: ORGANIZE TRADE CENTER SHOW IN JUNE 1974. ACTION 2: FIND AGENTS OR DISTRIBUTORS AS APPROPRIATE FOR COMPANIES REPRESENTED AT EXPOSITION. ACTION 3: FOLLOW UP AFTER COMPLETION OF EXPOSITION WITH BEST PROSPECTS AS IDENTIFIED DURING EXPOSITION. ACTION 4: NEGOTIATE WITH GOA TO AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT HINDER U.S. SALES IN THIS FIELD. ACTION 5: MAINTAIN CONTACT WITH GOA OFFICIALS AND PRIVATE FIRMS IN THIS FIELD IN ORDER TO BE ABLE TO REPORT TRADE OPPORTUNITIES, AND GIVE EARLY WARNING ON NEW PROJECTS. ACTION 6: PROMOTE USE OF U.S. CONSULTING AND ENGINEERING SERVICES AS BEST MEANS OF EVENTUALLY SECURING EQUIPMENT SALES. ACTION 7: EVALUATE FEASIBILITY OF MOUNTING INCOMING TRADE MISSION TO U.S. EXPOSITION, FAIR OR CONFERENCE.

8. RESOURCE REALLOCATION: ACTION 1: JUSTIFY ELIMINATION OF 8 CERP REPORTS (SEE EMBASSY'S A-319, JULY 13, 1973). ACTION 2: ADJUST COMMERCIAL LIBRARY'S HOURS TO PERMIT COMMERCIAL LIBRARIAN TO SPEND TOTAL OF ONE FULL WORK DAY PER WEEK ON WORKLOAD DIRECTLY RELATED TO ABOVE OR OTHER PRIORITY ACTIONS (BASED ON DESK STUDY ALREADY CONDUCTED).

9. THE ABOVE PROGRAM PRESUPPOSES THAT THE BUENOS AIRES TRADE CENTER WILL MAINTAIN AT LEAST ITS PRESENT LEVEL OF UNCLASSIFIED

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PAGE 04 BUENOS 07808 261520Z

ACTIVITY.
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Message Attributes

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Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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